



**WALL STREET  
COLLEGE**

**TRAINING AND ASSESSMENT STRATEGY  
BSB42415 CERTIFICATE IV IN MARKETING  
AND COMMUNICATION**

## TABLE OF CONTENTS

Introduction to the strategy documentation	Page 3
Overview of the Training and Assessment Strategy document	Page 3
Target Group	Page 3
Entry requirements	Page 4
Pathway	Page 4
Vocational Outcome	Page 4
Industry consultation process contributing to the development of the training and assessment strategy	Page 4
Qualification structure	Page 6
Training Strategy	Page 8
Assessment Strategy	Page 9
Evidence- Gathering Technique/Assessment Matrix	Page 10
Reasonable Adjustment - Special learning needs	Page 12
Recognition of Prior Learning (RPL) and National Recognition	Page 13
Training facility resource	Page 14
Monitoring, Evaluation and Review of the Course	Page 15
Assessment Validation	Page 16
Industry Engagement Record	Page 17

### Wall Street College Pty Ltd

T/A Wall Street College ABN 42 606 344 905

CRICOS Provider No. 03601F | RTO 41294

**Melbourne campus:** Level 4, 20 Queen St, Melbourne, VIC 3000, Australia

Phone: +61 3 9629 4770 Email: [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au)

**Hobart campus:** Level 2, 27 Elizabeth Street, Hobart, Tasmania 7000, Australia

Phone: +61 3 8648 8556 Email: [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au)

## INTRODUCTION TO THE STRATEGY DOCUMENTATION:

This strategy document is prepared in line with Wall Street College policy on the preparation of Training and Assessment strategy documentation. This policy sets out how Wall Street College will manage planning, delivery and assessment across all levels of documentation to support implementation of the Training Package on the scope of registration.

## OVERVIEW OF THE TRAINING AND ASSESSMENT STRATEGY DOCUMENT:

Wall Street College delivers the following qualifications: Certificate IV, Diploma and Advanced Diploma of Marketing and Communication.



Figure 1: Qualification Pathway

## TARGET GROUP:

Wall Street College is open to any full fee-paying student. Current enrolments are overseas students who are seeking to develop their career pathway in the Marketing and Communication field. They may also be seeking a pathway for further studies at the university level, as well as local students who wish to upgrade their skills.

Most of the students will be between 18-30 years' old who are interested in studying Marketing and Communication, and the opportunities the program offers.

However, our course is also appropriate and open for those:

Experienced in Marketing and Communication abilities, who wish to develop and refine their skills further

- Who want to develop their Marketing and Communication skills to a sufficient level to progress into a university level qualification
- Who are seeking to be promoted or seeking to take on a supervisory role in Marketing and Communication area

- Who are fully experienced within this vocational area and are seeking formal recognition of their existing skills
- Who are fully experienced within this vocational area from overseas who wish to upgrade their skills to local industry requirements
- University graduates who wish to gain competency-based skills in Marketing and Communication sector prior to employment.

#### **ENTRY REQUIREMENTS:**

- Be 18 years old or over.
- Students who intend to enrol in this course must prove their successful completion of Certificate III in Business or equivalent, or prove their satisfactory completion of Australian Year 12 or international equivalent, or has at least 2 years work experience in relevant fields.
- Students must have good communication skills. Candidates whose English is not their first language may be required to prove their English language skills, which is equivalent to upper intermediate level (IELTS 5.5).

#### **PATHWAY:**

After completing the BSB42415 Certificate IV in Marketing and Communication, students may articulate into further study of the Diploma of Marketing and Communication offered by any RTO or they may have opportunities to continue their studies in Bachelor Degree programs offered by any Australian Higher Education providers.

#### **Vocational Outcome:**

This qualification aims to provide candidates with the skills and knowledge required to effectively perform the following job roles:

- Marketing officer
- Market research assistant
- Marketing coordinator
- Public relations officer

#### **INDUSTRY CONSULTATION PROCESS CONTRIBUTING TO THE DEVELOPMENT OF THE TRAINING AND ASSESSMENT STRATEGY:**

Wall Street College will engage the Marketing and Communication enterprise representatives to participate during the development and ongoing review and evaluation of course design, choice of electives, learning materials and assessments method/ mechanism to ensure that they meet the needs of Industry/Marketing and Communication enterprise, the current BSB Training Package, the Standards for RTOs 2015 and the needs of our clients (students). This strategy is to ensure that a strong relationship is maintained with relevant industry and that the relevant courses provided by Wall Street College meet the relevant industry/enterprise skills needs and the need of industry/enterprise employers.

The College uses industry consultation to:

- Determine job outcomes and content required to effectively prepare candidates for the industry/enterprise

- Seek input and collaboration with relevant industry/enterprise stakeholders who are currently working in areas of Marketing and Communication field
- Assist with the design the overall course structure to maximise learners' opportunities for employment, advancement or further education
- Select electives that best suit the skills required for the target job role
- Design the assessment tasks, classroom activities with simulation workplace environment and the training and assessment resources to ensuring training and assessment is aligned to current methods, technology, products and performance expectations for the workplace tasks specified in the training package
- Suggest appropriate training and assessment resource according to the training and assessment strategy

**Procedure:**

The following strategies will be used by Wall Street College to seek industry/enterprises feedback on the suitability of training and assessment strategies and resources used for delivery of Marketing and Communication courses proposed to be delivered by the provider.

1. *Direct engagement with industry representatives*

- Current industry skills may be informed by consultations with Industry/enterprises and may include, but is not limited to:
  - having knowledge of latest techniques and processes;
  - possessing a high level of product knowledge;
  - understanding and knowledge of legislation relevant to the industry and to employment and workplaces;
  - being customer/client-oriented;
  - possessing formal industry and training qualifications; and
  - training content that reflects current industry practice.
- Wall Street College will engage directly with industry when designing training and assessment strategies and assessments at the following intervals:
  - During initial design and prior to release by the college for use in the delivery of relevant qualifications;
  - Resulting from changes to relevant training packages
  - When relevant units of competency are superseded and result in such changes as qualification core and elective units, nominal hours, etc.
  - Assistance with implementation of the College's assessment system review to ensure compliance with training package or VET accredited course assessment requirements and Principles of Assessment
  - In response to specific risks identified form the College's industry consultation process, employer feedback and/ or other sources.
  - The feedback from direct industry/enterprises engagement will be recorded by the College and maintained for future consultation and compliance purposes.
  - Opportunities for improvement, once approved will be incorporated into relevant training and assessment strategies and assessments,

## 2. Industry knowledge and updates

- The College will keep abreast of information from key entities that may have an impact on the currency of current training and assessment strategies
- Relevant changes to training packages or legislation may impact upon the currency of current training and assessment strategies and may require further industry consultation.
- Such information is acquired through:
  - Subscription to relevant Industry Skills Councils - <https://www.aisc.net.au/>
  - Review the Skills Website - <https://www.employment.gov.au/skills-and-training>

### **QUALIFICATION STRUCTURE:**

The following table shows the core and pre-selective elective units, the sequence of delivery units and delivery hours:

#### **Packaging Rules:**

A total of 12 units is required for this qualification being 5 core units plus 7 elective units. However, the 6 elective units must be selected from elective lists and the remaining elective unit may be selected from the elective units listed or from any currently endorsed Training Package

<b>BSB42415 Certificate IV in Marketing and Communication</b>					
<i>Criteria: 12 units must be successfully completed (5 core units plus 7 elective units)</i>					
Type of Unit	Unit Code	Competency Unit Name	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
Core	BSBCMM401	Make a presentation	40	20	60
Core	BSBCRT401	Articulate, present and debate ideas	40	20	60
Core	BSBMGT407	Apply digital solutions to work processes	40	20	60
Core	BSBMKG417	Apply marketing communication across a convergent industry	60	30	90
Core	BSBMKG418	Develop and apply knowledge of marketing communication industry	60	30	90
Elective	BSBCUS401	Coordinate implementation of customer service strategies	60	30	90
Elective	BSBLDR402	Lead effective workplace relationships	40	20	60
Elective	BSBMKG401	Profile the market	40	20	60
Elective	BSBMKG408	Conduct market research	60	30	90
Elective	BSBMKG413	Promote products and services	60	30	90
Elective	BSBWRT401	Write complex documents	60	30	90
Elective	BSBRES411	Analyse and present research information	40	20	60
<b>Total of study week is 40 weeks (exclude break)</b>			<b>600 hours</b>	<b>300</b>	<b>900</b>

**BSB42415 Certificate IV in Marketing and Communication***Delivery Structure (10 Weeks per Term)***TERM ONE**

Unit of competency	In class Hours	Self-Study/ Individ. Learning Hours	Combined Hours
1- BSBMKG408 Conduct market research	60	30	90
2- BSBLDR402 Lead effective workplace relationships	40	20	60
3.- BSBMKG401 Profile the market	40	20	60
4.- BSBCUS401 Coordinate implementation of customer service strategies	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>

**Break****TERM TWO**

Unit of competency	In class Hours	Self-Study/ Individ. Learning Hours	Combined Hours
5- BSBMKG413 Promote products and services	60	30	90
6- BSBMGT407 Apply digital solutions to work processes	40	20	60
7.- BSBCMM401 Make a presentation	40	20	60
8.- BSBMKG418 Develop and apply knowledge of marketing communication industry	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>

**Break****TERM THREE**

Unit of competency	In class Hours	Self-Study/ Individ. Learning Hours	Combined Hours
9.- BSBMKG417 Apply marketing communication across a convergent industry	60	30	90
10.- BSBCRT401 Articulate, present and debate ideas	40	20	60
11.- BSBRES411 Analyse and present research information	40	20	60
12.- BSBWRT401 Write complex documents	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>

**TRAINING STRATEGY:**

This program (BSB42415 Certificate IV in Marketing and Communication) is delivered in an institution-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks with simulation workplace, tutorials, group activities and theory-based documents.

Wall Street College will use the following strategies to deliver the program:

### **1. In Class Learning Activity:**

Trainers will deliver a presentation to the class of a particular topic area that is primarily theory based. The focus of training and learning in class learning activity is on transmission and acquisition of key knowledge in the relevant unit of competency. While delivering each session, the trainer introduces the unit of competency and delivers lecture-style classes, and trainer will elaborate on content, answer questions and encourage group interaction.

Students have at their disposal a computer lab with the necessary resources and computer equipment to create presentations, repeat and reinforce topics taught in classrooms or research topics using the Internet.

Emphasis will be made on reflecting “real work situations” in order to develop the skills identified in the “employability skills” for this qualification.

#### **Relationship of class to assessment**

Assessment tasks that focus on knowledge requirements may be completed by students off campus outside scheduled hours

### **2. Class Demonstrations:**

Demonstrations allow trainers to perform a practical task in front of the students. During the demonstration the trainer will explain and justify each step they take to achieve the goal of the demonstration and answer any questions put forward. The focus of demonstrations is to allow students to see how a practical task can be completed from start to finish or to see how a tool or device can operate in different scenarios.

During class demonstration, students can receive additional support from the trainer. The class demonstration will allow students the time to reflect and absorb the knowledge, and to observe how practical tasks are carried out in different contexts in order to perform assessment tasks successfully.

#### **Relationship of class to assessment**

Assessment tasks that focus on performance requirements are completed by students in class tutorials/workshop (below). Class demonstrations allow students to observe how practical tasks are generally completed, which will equip them with knowledge and skills prior to practicing and completing their practical tasks.

### **3. Class Tutorials/Workshop:**

Tutorials/workshop allow students to complete simulated practical task while following the instructions of the trainer. The focus of learning in class tutorials/workshop is on the demonstration of required behaviours, values and skills of the relevant of unit of competency by learners.

During the class tutorials/workshop, students typically complete practical assessment activities such as role-plays, meetings, interviews, presentations and related performative activities. Tutorials/workshop typically involve all students completing the same simulated task, but they also allow for individual creative input at various stages and individual experimentation will also be encouraged throughout.

### **Relationship of class to assessment**

Where a unit of competency includes assessor-led assessment tasks, such as roleplays and presentations, these will be conducted within class tutorials/workshop. Assessment performance typically occurs in class tutorials/workshop. Although, the trainer may make other arrangements depending on the nature of the task. However, they are always conducted in the presence of the trainer.

### **4. Class Activities:**

Class activities give trainers the opportunity to better simulate workplace conditions by having students participate in a collaborative task. The focus of class activities is on the practice and acquisition of key skills and knowledge in the relevant unit of competency.

During class activities, student participate in pair work, group work and peer-to-peer activities. They may also conduct individual research and learning activities at their own pace as and where required. Student will subsequently be assessed on their contribution and performance via direct observation or by the collaborative work they produce. Some examples of activities are listed below.

- Collaborative project where all students complete a minor task individually which will be combined to form a larger project.
- Trainer facilitates and in-class discussion on a particular topic area. Students have the opportunity to offer their opinions and share experiences to explore the topic area.

### **Relationship of class to assessment**

Class activities will allow learners to acquire relevant knowledge and practice on performance required from a unit of competency, which in turn help learners to complete both their theory and performance components successfully.

### **5. Self-pace /individual leaning Activities:**

Students are required to complete a range of activities outside of class, such as reading, research and practice tasks to support the face to face learning and assessment. These activities are assigned by the trainer during the face to face classes and students are provided with written instructions as to what needs to be completed by the next class. Trainers may use our recommended textbooks, trainer guide, learner guide and other sources when assigning activities to students. For more information about recommended textbooks and its relevant pages to each unit of competency can be found at BSB42415 Certificate IV in Marketing and Communication Learning Resources Mapping spreadsheet.

The number and nature of these individual learning activities is designed to match the allocated hours for the respective unit in the Qualification Structure table in the TAS.

Trainers monitor and facilitate the completion of these activities each week and provide feedback to support the student’s learning and ability to complete formal assessment tasks. Trainers are available to students through the student communication portal or by face to face individual appointment discussions after class learning hours.

### Relationship of class to assessment

Self-pace learning activities allow learners to set their own schedule during their time off campus and learn at their own pace. Self-pace / individual learning activities enable learners to acquire additional knowledge relevant to each unit of competency, which help them to complete their assessment successfully.

### The College’s timetable structure:

<b>Academic Year 2020 Teaching Calendar</b>			
<b>Term</b>	<b>Start Date</b>	<b>End Date</b>	<b>Duration</b>
Term 1	Mon 6 January	Fri 13 March	10 Weeks
Break (3 Weeks)			
Term 2	Mon 6 April	Fri 12 June	10 Weeks
Break (3 Weeks)			
Term 3	Mon 6 July	Fri 11 September	10 Weeks
Break (3 Weeks)			
Term 4	Mon 5 October	Fri 11 December	10 Weeks
Break (3 Weeks)			

Orientation is held in the first day of the course commencement day. If the commencement dates fall on a public holiday the commencement will be on the following business day.

### ASSESSMENT STRATEGY:

Wall Street College’s assessment strategy for the BSB42415 Certificate IV in Marketing and Communication course draws on a range of methods of assessment over a period of time. The rationale is based on recommended educational design models which will enable evidence to be gathered suitable to each particular units of competency of this course.

All assessment tasks that focus on knowledge requirements may be completed by students off campus outside the training hours, whereas assessor-led assessment tasks (practical components) are conducted and assessed during class tutorials/workshop under simulated industry environment.

### **1. Collaborative assessment tasks:**

These tasks focus on formative skill development, testing underpinning knowledge through learner discovery and communicative tasks with assessor support. The following collaborative assessment tasks will be used:

- Collaborative Practical Projects
- Collaborative discussions
- Oral Presentation

### **2. Coursework assessment tasks:**

Formative assessment that follows the sequence of structured lecture with a focus of underpinning knowledge of the units of competencies covered:

- Short answer questions
- Research Tasks
- Written Report

### **3. Individual assessment tasks**

Formative and summative projects that gather holistic evidence of the units of competencies covered.

- Practical Tasks
- Major Practical Projects

### **4. Summative assessment task**

Summative assessment tasks gather holistic evidence across multiple units of competency. They could assess competency through collaborative, coursework, or individual tasks.

### **A Mixed Mode Assessment Model**

Students will learn and be assessed in a classroom learning environment supervised by their trainer on their performance, discussions, practical activities and other related activities which related to the acquisition of knowledge and skills in each unit of competency. Each student is required to attend 20 hours of face to face classes made up of in class learning activity, class demonstrations, class tutorials/workshop and class activities. Students will be notified of their results and given feedback directly from their trainer.

In addition to the weekly classwork there will be other formal assessment tasks (such as written reports, research, and practical projects) to be given to the student as part of assessing the student's competency in the unit or cluster of units in the case of a summative assessment task.

### **EVIDENCE-GATHERING TECHNIQUES:**

Evidence is the term used to describe the information gathered from the students that is used to assess their competency throughout the course. It can be gathered in a variety of ways and the Trainer/Assessor will use a combination of the methods described above throughout the learning program.

## Assessment Matrix Key for BSB42415 Certificate IV in Marketing and Communication

Assessment Key	Assessment Method	Description
RE	Research	Investigation into information relating to a specific topic area, or the collection of information and/or reference material.
RP	Report	A written discussion of a topic area requiring research, opinions and references.
PJ	Project	Project based assessment is an alternative to test that allows candidates to engage with their learning in more concrete ways, whereby candidates can apply what they have learned to an in-depth exploration of a topic
PR	Presentation	Presentation made to other candidates and the assessor, primarily evaluating communication skills.
WT	Written Test	Questions are designed to test candidate's knowledge of theory-based elements.
CS	Case Study	Candidates are given a challenge case study to analyse and use their knowledge and skill to solve the problem.
RP	Roleplay	Candidates involve acting in some common character/ an imaginary scenario that closely mirrors a situation that could occur in the job they have applied for.

## Assessment Matrix for BSB42415 Certificate IV in Marketing and Communication

Unit Code	Unit Title	Assessment Tasks	Assessment Method
BSBCMM401	Make a presentation	Assessment Task 1 - Written questions Assessment Task 2 - Project Assessment Task 3 - Presentation Assessment Task 4: Project	Written Test Presentation Project Report
BSBCRT401	Articulate, present and debate ideas	Assessment Task 1 - Written questions Assessment Task 2 - Project	Written Test Project Role Play Research Presentation Case Study Report
BSBMGT407	Apply digital solutions to work processes	Assessment Task 1 - Project Assessment Task 2 – Project Assessment Task 3 – Case Studies	Research Report Project Case Study Role Play Presentation
BSBMKG417	Apply marketing communication across a convergent industry	Assessment Task 1 - Written questions Assessment Task 2 – Project Assessment Task 3 – Project	Written Test Project Role Play Research Case Study Report
BSBMKG418	Develop and apply knowledge of marketing communication industry	Assessment Task 1 - Project Assessment Task 2 – Project	Research Case Study Project Report Role Play Presentation
BSBCUS401	Coordinate implementation of customer service strategies	Assessment Task 1 - Written questions Assessment Task 2 – Case Studies Assessment Task 3 – Project Assessment Task 4: Role play	Written Test Project Role Play Case Study Research Report Presentation
BSBLDR402	Lead effective workplace relationships	Assessment Task 1 - Written questions Assessment Task 2 – Role Play Assessment Task 3 – Case Studies	Written Test Role Play Case Study Research
BSBMKG401	Profile the market	Assessment Task 1 - Written questions	Written Test Project

Unit Code	Unit Title	Assessment Tasks	Assessment Method
		Assessment Task 2 – Project Assessment Task 3 – Project	Role Play Research Report
BSBMKG408	Conduct market research	Assessment Task 1 - Written questions Assessment Task 2 – Project Assessment Task 3 – Project and Presentation	Written Test Case Study Project Research Report Role Play Presentation
BSBMKG413	Promote products and services	Assessment Task 1 – Project Assessment Task 2 – Project Assessment Task 3 – Project	Project Case Study Role Play Report
BSBWRT401	Write complex documents	Assessment Task 1 – Written questions Assessment Task 2 – Project Assessment Task 3 – Project Assessment Task 4 – Project	Written Test Role Play Case Study Project
BSBRES411	Analyse and present research information	Assessment Task 1 – Project Assessment Task 2 – Project	Written Test Project Role Play Research Report Presentation

### REASONABLE ADJUSTMENT- SPECIAL LEARNING NEEDS

Wall Street College has policies that include reasonable adjustment and access and equity principles. Reasonable adjustment will be provided for participants with special learning needs (such as a disability or learning difficulty) according to the nature of the learning need. Evidence collection can be adjusted to suit individual student needs if required and will be endorsed by the Academic Manager/Course Coordinator, and student.

Reasonable adjustments are made to ensure that the participant is not presented with artificial barriers to demonstrating achievement in the program of study. Reasonable adjustments may include the use of adaptive technology, educational support, and alternative methods of assessment such as oral assessment.

The learning need that forms the basis of any adjustment to the training program will be identified and appropriate strategies will be agreed with the student. Any adjustments will be recorded in the student file and will not compromise the competency standard.

The program may be organised/formatted around a combination of approaches including:

- RPL/RCC
- classroom training
- in class practical sessions
- a combination of the above.

#### **ISSUING THE STATEMENT OF ATTAINMENT:**

In the case where a student decides to withdraw from the course at any stage, Wall Street College will issue a Statement of Attainment for units of competency completed as partial completion of their enrolled course within 30 days of an enrollment completion.

#### **RECOGNITION OF PRIOR LEARNING (RPL):**

Candidates with prior learning and industry skills can apply for recognition of prior learning (RPL). RPL is the acknowledgement of a person's skills and knowledge acquired through previous training, work or life experience, which may be used to grant status or credit in a competency unit(s), no matter how and where they were attained, including overseas. This can include skills from:

- Tertiary qualification in Marketing and Communication field shown in the transcript that matches the units of competencies of the program
- Students studying Marketing and Communication in another registered training organisation and wishing to switch to Wall Street College.

Candidates who are seeking RPL from their previous education and training are required to produce certified copies of the following:

- Copies of certificates, qualifications achieved from other courses, school or tertiary results
- Statements outlining courses and/or study that the student has undertaken, and the learning outcomes/competencies achieved.

#### **NATIONAL RECOGNITION:**

- Applicants for National Recognition must complete the student National recognition application form, attach a copy of a verified Award or Statement of Attainment and submit the application to the Academic Manager/Course Coordinator.
- The Academic Manager/Course Coordinator must check the Award or Statement of Attainment and grant National recognition for identical units that have been identified as being completed at another Registered Training Organisation.
- Verified copies of Qualifications and Statements of Attainment used as the basis for granting National Recognition must be placed in the student files
- The completed National Recognition record must be signed by the student and the Academic Manager/Course Coordinator.
- Granting of National Recognition must be recorded as a unit outcome in the students file
- Student's individual training plans will be adjusted to reflect any National Recognition granted.

- Students may use our RTO appeal procedures if dissatisfied with the outcome of their National Recognition applications.

#### **TRAINING FACILITY RESOURCE:**

Wall Street College has an established VET infrastructure to serve the needs of the training program and meet the training package requirements. The training premises are located at:

**Melbourne campus:** Level 4, 20 Queen St, Melbourne, VIC 3000, Australia

**Hobart campus:** Level 2, 27 Elizabeth Street, Hobart, Tasmania 7000, Australia

Students will be able to access the campus's computer laboratories at this same location.

#### **Classrooms:**

Classrooms are fully equipped with smart boards, data projectors, and Internet connections. All classrooms are well furnished with study tables and chairs.

#### **Computer Labs:**

The college has dedicated computer labs for training purposes as well as for after class work by the students. Other computers are available for student self-study and assessment purposes in the open study area. The entire computers are connected to printers and are equipped with the latest software for training and assessment.

#### **Printing and Photocopying Facilities:**

All students have access to printing and photocopying facilities for course related materials. These facilities are available on user pay basis. Please contact the student services officer or IT help desk personal for further information.

#### **Resource Centre/Library:**

The learning resource centre contains the reference textbooks to which the student have access for them to use in their self-paced sessions. All the recommended reading textbooks will be listed in BSB42415 Certificate IV in Marketing and Communication Learning Resources mapping spreadsheet. At the beginning of each term, trainers are provided with information by the academic manager as to what are the recommended books and their relevant pages for each unit of competency that they deliver. The trainers will then disseminate this information to students for the purpose of their self-paced activities.

All staff (including full-time, part-time, casual and contractors) involved in delivering the program has access to trainer, assessor and student support materials relevant to their areas of delivery and assessment through our Google Drive named as **BSB Drive**.

All trainers & assessors have access to all training resources, electronic copies of assessment tools, marking guide used in this program, supplementary textbooks and training and assessment plan for the following units of competency:

1. BSBMKG408 Conduct market research
2. BSBLDR402 Lead effective workplace relationships

3. BSBMKG401 Profile the market
4. BSBCUS401 Coordinate implementation of customer service strategies
5. BSBMKG413 Promote products and services
6. BSBMGT407 Apply digital solutions to work processes
7. BSBCMM401 Make a presentation
8. BSBMKG418 Develop and apply knowledge of marketing communication industry
9. BSBMKG417 Apply marketing communication across a convergent industry
10. BSBCRT401 Articulate, present and debate ideas
11. BSBRES411 Analyse and present research information
12. BSBWRT401 Write complex documents

**Supplementary textbooks for this course are:**

1. Leadership & Management Theory & Practice 7th Edition, Kris Cole, Cengage Learning Australia Pty Limited
2. The Business Communication Handbook 11E, Judith Dwyer, Cengage Learning Australia Pty Limited
3. Marketing Principles 3rd Asia-Pacific Edition, William M Pride, OC Ferrell, Bryan A Lukas, Sharon Schembri, Outi Nininen, Riza Casidy, Cengage Learning Australia Pty Ltd

Wall Street has also prepared a learning resources mapping which shows relevant pages of those recommended textbooks to all units of competency. Please see our BSB42415 Certificate IV in Marketing and Communication Learning Resources mapping spreadsheet for more detail.

Resources	
Trainer Resources	Student Resources
<p style="color: green;"><b>Training and Assessment Strategy</b></p> <p style="color: green;">For each unit of competency:</p> <ul style="list-style-type: none"> <li>• Trainer guide</li> <li>• Trainer guide mapping</li> <li>• Marking guide</li> <li>• Learner guide</li> <li>• PowerPoint Presentation</li> <li>• Assessment mapping</li> <li>• Recommended textbooks</li> <li>• Training and Assessment Plan (TAP)</li> </ul>	<p style="color: blue;">For each unit of competency, students will receive:</p> <ul style="list-style-type: none"> <li>• Learner guide</li> <li>• PowerPoint Presentation</li> <li>• Assessment</li> </ul>

Our assessment resources are supplied by EduWorks, which have been pre-validated. Documents provided are:

- Student Assessment Booklet, which also includes any necessary assessment support documents such as policies, templates etc
- Marking Guide, which contains the mapping,
- Assessment Record Tool

For some units of competency, trainers and students are provided with information for a simulated business called Complete Business Solutions Australia (CBSA). All supporting documents, templates, policies and procedures and other additional information, needed to complete assessments are available in CBSA website which can be accessed by the trainer & assessor through the following details:

- Website: [www.cbsa.com.au](http://www.cbsa.com.au)
- Username: 41294 Wall Street
- Password: JAgkQM8DBe

The above login details have been incorporated into our assessor guide, which can be found under Resources and Equipment section of relevant tasks. Prior to completing assessment tasks, students are provided with login details by their trainer & assessor to navigate through the website and obtain supporting documents relevant to their respective units.

Training/learning resources are supplied by RTO Works for each unit of competency which contains of trainer guide, trainer guide mapping, learner guide, PowerPoint presentation.

### **Student Support and Learning Assistance Centre:**

Learning Assistance is available for students requiring additional academic support or remedial literacy/numeracy assistance. Regular study skills workshops are held to help students learn how to succeed in their studies. One-to-one assistance with assignments and assessment tasks are provided with a prior appointment.

### **Wireless Campus:**

Classrooms and open study areas provide wireless connections to all students and we strongly recommend each student to acquire a notebook computer of their own, to increase their study effectiveness.

### **TRAINER AND ASSESSOR:**

Essential criteria for Trainers and Assessors as below:

- TAE40116 Certificate IV in Training and Assessment
- BSB42415 Certificate IV in Marketing and Communication
- Current industry experience in marketing job role (last 2 years track record of practical industry work in marketing field)
- Maintain VET currency by participating in professional development activities
- Minimum of 3 years working experience within the education provider as Trainer / assessor
- Proficient communicator in English with excellence student learning support skills

### **MONITORING AND EVALUATION:**

The program will be monitored and evaluated by carefully observing the following.

- a) Accuracy of prior to enrolment course information and marketing material
- b) Use up to date teaching and learning resources
- c) Correct learner guide and workbook
- d) Use the right assessment tools and ongoing validation
- e) Use appropriate training and assessment timetabling
- f) Student/course feedback (both formal using the standard feedback forms and informal based on conversations and discussions had throughout the course)
- g) Follow up issues related to major assignments and projects
- h) Qualified trainers/assessors to conduct training.

**Mid-year and end of year reviews** will be formulated, taking into consideration all of the components listed above and additionally:

1. Statistics on enquiries and enrolments
2. Completion rates – Course completion and number of students with statements of attainment or qualifications
3. Student feedback
4. Complaints and appeals
5. Validation
6. RPL and RCC processes – moderation of assessment decisions at least once annually
7. Customisation
8. A 12-month review of resources and equipment.

#### **ASSESSMENT VALIDATION PROCESS:**

The College Principal will conduct meetings with the trainers and assessors in order to validate assessment tools as per the scheduled academic calendar.

We will validate assessment processes according to Wall Street College. See the validation policy and processes and Assessment Validation Summary. The initial validation was conducted prior to implementation of the course.

Training and assessment plans, procedures and tools for the BSB42415 Certificate IV in Marketing and Communication. Where possible Wall Street College will purchase NQC approved resources to support delivery and assessment. We will use Eduworks material to support our RTO training activities under simulation workplace environment. The Assessment tools will be developing and contextualising the simulation workplace environment to suit the target audience need for both formative and summative assessment tasks. We will also benchmark our assessment tools with other off-shelf tools offered by the IBSA Vendor Portal (IBSA website).

1. We maintain central assessment record files in both hard and soft copy which allow each trainer to access.
2. We have a schedule of validation activities at the end of each term for BSB42415 Certificate IV in Marketing and Communication. We will validate training and assessment plans, processes and tools in according setting college's annual timetable. The meeting will focus on the appropriateness and effectiveness of training delivery and assessment plan, its

procedures and outcomes. The validation meeting will be conducted with the representative of Wall Street College's industry advisory committee

3. We moderate assessment judgements based on team assessment and reviews of student examinations and final projects. We are using more than one assessor. We will moderate RPL evidence.
4. Student feedback flows into assessment reviews. There is a feedback and course evaluation process for all class through informal discussions with trainers/assessor feedback forms.
5. Course reviews, staff meetings and e-mails between trainers indicates continuous improvements to assessment tools and processes.
6. Wherever possible, it is expected that Trainers and Assessors will attend industry-networking opportunities both in Australia and oversea.
7. Delivery and assessment strategies which include training and assessment plan, tools and instruments should be trialed in the first instance and results of the trial noted and discussed at the first staff meeting.
8. Regular stakeholder feedback is gathered and analysed. A report is compiled and submitted to the college principal for consideration of any required improvement needs.
9. Internal audits of the course are conducted regularly (at less once a year) with the assistance of an external RTO representative or consultant.

#### **INDUSTRY ENGAGEMENT RECORD:**

This BSB42415 Certificate IV in Marketing and Communication Training and Assessment Strategy document has been developed in consultation with the following enterprise and industry people.

Industry Representative:

- **Vincent Vu**, Director of Rubix studios who holds the following industry experience and qualifications:
  - Sole founder and director Rubix Studios since 2001 as a start-up web design, development and hosting company with the progressing developments into the digital age by adopters and innovators of digital photography and videography techniques providing their clients and prospective customers the best resources and innovation the industry has to offer. Today the company become a digital storyteller, a complete multimedia tool kit to create, engage and grow businesses by use technology to solve the problems.
  - Vincent's job role involves:
    - Staff management and organisation.
    - Generate reports and running sheets.
    - Management of transaction accounts and clients.
    - Cash handling and administration.
    - Hiring and training of new and existing staff.

- Videography/Photography.
- Client and business interactions and development.
- Vincent completed his Bachelor of Applied Science from RMIT University since 2011

**Vincent Vu contact:** Mobile 0402626800, [hello@rubixstudios.com.au](mailto:hello@rubixstudios.com.au)

- **John Xu**, Partner of Spectre Linkers who holds the following industry experience and qualifications:

- John is a founding partner at spectre linkers, a law firm specialised in commercial law and corporate advisory. He have numerous years of expertise in advising clients on corporate affairs such as.
  - Business Succession Planning
  - Business Transactions, including Mergers and Acquisitions
  - Company Accounts
  - Compliance with Corporations and Securities Legislation
  - Contracts and agreements for a wide range of business matters
  - Directors' Duties and Compliance
  - Fundraising
  - Incorporation, Partnerships and Joint Ventures
  - Public Floats
  - Restructuring
  - Risk Management
  - Workplace Relations
  - Venture Capital"
- John has 7 years practising commercial law

- **John Xu contact:** [John@spectrelinkres.com.au](mailto:John@spectrelinkres.com.au)

- **Rene Mawad**, Sales Agent, Auctioneer of Ray White who holds the following industry experience and qualifications:

- Provide guidance and assist sellers and buyers in marketing and purchasing property for the right price under the best terms
- Determine clients' needs and financials abilities to propose solutions that suit them
- Intermediate negotiation processes, consult clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest dealing
- Perform comparative market analysis to estimate properties' value
- Display and market real property to possible buyers

- Prepare necessary paperwork (contracts, leases, deeds, closing statements etc)
  - Manage property auctions or exchanges
  - Maintain and update listings of available properties
  - Cooperate with appraisers, escrow companies, lenders and home inspectors
  - Develop networks and cooperate with attorneys, mortgage lenders and contractors
  - Promote sales through advertisements, open houses and listing services
  - Remain knowledgeable about real estate markets and best practices
- Rene Mawad completed his Bachelor of Mathematics from University of Melbourne since 2012

**Rene Mawad contact:** [rene.mawad@raywhite.com](mailto:rene.mawad@raywhite.com)

- **Wee keat shee**, Director of Star life lighting who holds the following industry experience and qualifications:
  - Wee is running Import/export management company specialising in electrical goods handles export operations for a domestic company that wants to sell its product overseas for last 8 years
  - His job role involves:
    - hiring dealers, distributors and representatives;
    - handling advertising, marketing and promotions;
    - overseeing marking and packaging, arranging financing"
  - Wee completed his Bachelor of electrical engineering from Monash University of Melbourne since 2002

**Wee contact:** [keatshee@gmail.com](mailto:keatshee@gmail.com)